



Economics and Statistics Administration

Mission Statement

The Economics and Statistics Administration's (ESA's) mission is to chronicle, understand and explain economic and societal change. Our goals are to:

- **Help maintain a sound Federal statistical system that monitors and measures America's rapidly changing economic and social arrangements;**
- **Improve understanding of the key forces at work in the economy and the opportunities they create for improving the well-being of Americans;**
- **Develop new ways to disseminate information using the most advanced technologies; and**
- **Support the information and analytic needs of the Commerce Department, the Executive Branch, and the Congress.**

The United States enjoys the reputation of being the world's unrivaled economic information leader, due in part to the timely and accurate analysis produced by the Economics and Statistics Administration (ESA). Producing such vital measures as the decennial census, the gross domestic product, and the balance of payments, ESA provides economic and demographic information that dramatically impacts the decision making of the President, Congress and businesses, and affects the lives of all Americans.

Organizational Structure

ESA includes: ESA Headquarters, The Bureau of Economic Analysis, and The Bureau of the Census.

ESA headquarters (comprised of The Office of the Under Secretary, the Policy Support staff, and STAT-USA) has three main roles: to provide management, financial analysis, and administrative support to all ESA agencies; to provide economic policy analysis; and to provide data dissemination services. The Office of the Under Secretary and the Office of Administration provide management, financial, and administrative services to ESA. Policy Support's staff economists conduct research on the factors contributing to US industrial strength and the relationship between industry performance and economic growth, including recent major studies on the scope and economic impacts of electronic commerce. Data dissemination services are provided by STAT-USA, an easy to use, "one-stop shop" that provides a focal point for business, economic, and trade statistics. STAT-USA is a revolving fund account that requires no government funding. (STAT-USA is discussed in detail in this section)

STAT-USA

As part of ESA headquarters, STAT-USA provides the public with access to key business, economic, and international trade information. **STAT-USA's mission is to: "produce, distribute, and assist other government agencies in producing world-class business, economic, and government information products that American businesses and the public can use to make intelligent and informed decisions."** It accomplishes this through its three primary products and services: the National Trade Data Bank (NTDB) CD-ROM, the USA Trade CD-ROM, and STAT-USA /Internet.

STAT-USA also performs services for other Commerce agencies, primarily in the area of information technology. Projects include LAN support and website development.

The organization obtains financial support for its activities through sales of its information products and

services. It receives no appropriated funds, but rather operates on a revolving fund. STAT-USA is organized into four functioning units including the Office of the Director, Customer Outreach, Operations, and ADP Support. All units are located in Commerce's H.C. Hoover Building except for the Customer Outreach functions, which are located within the USA Trade Center at the Ronald Reagan International Trade Center Building.

Priorities and Initiatives

This fiscal year is an important and challenging one for STAT-USA. The office's business operating plan is focused on the implementation of its STAT-USA/Internet "value-added" initiatives. In addition to its normal business activities, STAT-USA, through its employees, is expected to complete fifteen value-added initiatives, spanning all STAT-USA functional areas. The initiatives include key projects to update and improve the appearance of our website, and expand the services available on the web to include online help, online registration, and online questions and answers. The initiatives also address specific marketing and advertising campaigns, and customer service plans. These initiatives, compiled by a team of STAT-USA employees and reviewed and ranked by the entire staff, make up the core projects that will enable STAT-USA to improve its products and services and lead to a new, higher level of customer service. The initiatives are a key part of our measures of performance listed below.

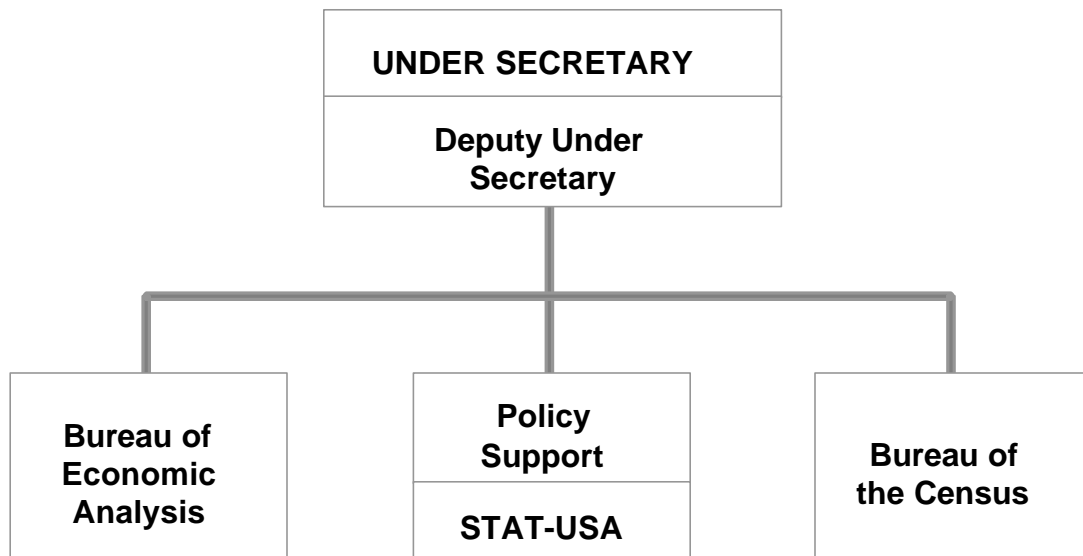
The Bureau of Economic Analysis serves as the Nation's accountant, developing measures and systems for collecting and interpreting vast amounts of diverse data from government and private sources. BEA produces such widely used statistical measures as gross domestic product (GDP), corporate profits, and balance of payments. (See the following section on the Bureau of Economic Analysis)

The Bureau of the Census chronicles societal and demographic change. The Bureau fulfills the constitutionally mandated requirement to conduct a decennial census, and the Bureau collects a wide range of economic and demographic data. The data provided by the Bureau of the Census shape important policy decisions that help improve our Nation's social and economic conditions. (See the following section on The Bureau of the Census)

Summary

ESA's staff and programs provide vital information, analysis, and advice to Commerce and other Executive Branch Departments, agencies, and officials. Many of the Nation's decisions are based upon the economic and demographic information the agency produces.

Organizational Structure



ESA Headquarters includes the Office of the Under Secretary and policy support staff, and STAT-USA, which is funded through ESA's revolving fund

Targets and Performance Summary

Performance Goal 1: Provide accurate, timely, and relevant economic data			
Measures	FY 99	FY 00	FY 01
Percent of scheduled releases issued on time ****	100%	100%	100%
Performance Goal 2: Provide accurate, timely, and relevant statistical data			
Measures	FY 99	FY 00	FY 01
Percent of household surveys attaining 100% of specified reliability specifications **	100%	100%	100%
Percent of household surveys with initial response rates >90% ***	100%	100%	100%
Annual reduction from time of data collection and data release for selected household surveys	9% decrease	Maintain decrease	Maintain decrease
Performance Goal 3: Conduct an accurate, timely, relevant and cost-effective Decennial Census			
Measures	FY 99	FY 00	FY 01
Produce apportionment counts using traditional census taking methods	N/A	N/A	100% on time
Adjust net population counts using the Accuracy and Coverage Evaluation Survey in all states *	N/A	N/A	100% on time
Meet all Census 2000 published data release milestones on time	N/A	N/A	100% on time

* The Accuracy and Coverage Evaluation Survey is intended to evaluate the census counts produced for the apportionment of Congressional Representatives among the states. It will be conducted subsequent to exhaustive efforts to enumerate everyone as accurately as possible using traditional census taking methods. The adjusted counts will be available in a form that allows states to use them for redistricting purposes. The more accurate adjusted counts can also be used for determining the allocation of Federal funds, and for ongoing statistical and programmatic purposes.

** Reliability: A series of statistical measurements that define the precision of a survey; e.g., standard error, coefficient of variation, and sample design effect.

*** Excludes Household Expenditures Survey

**** A Bureau of Economic Analysis measure that is affected by Census survey programs.

Resource Requirements Summary

Total Bureau Dollars: \$3.4 billion

Performance Goal	FY 99 Actual	FY 00 Enacted	FY 01 Request
Provide accurate, timely, and relevant economic data	\$43.1M	\$43.8M	\$48.9M
Provide accurate, timely, and relevant statistical data	\$485.0M	\$498.0M	\$535.0M
Conduct an accurate, timely, relevant, and cost-effective Decennial	\$1,079.0M	\$4,468.0M	\$393.0M

Total Bureau FTEs: 13,386

Performance Goal	FY 99 Actual	FY 00 Enacted	FY 01 Request
Provide accurate, timely, and relevant economic data	414	432	451
Provide accurate, timely, and relevant statistical data	5,753	6,456	6,799
Conduct an accurate, timely, relevant, and cost-effective Decennial	14,886	98,460	6,112

Total Bureau IT Dollars: \$315.3M

Performance Goal	FY 99 Actual	FY 00 Enacted	FY 01 Request
Provide accurate, timely, and relevant economic data	\$6.0M	\$6.1M	\$9.3M
Provide accurate, timely, and relevant statistical data	\$205.0M	\$211.0M	\$200.0M
Conduct an accurate, timely, relevant, and cost-effective Decennial	\$214.0M	\$407.0M	\$106.0M



Bureau of Economic Analysis

Mission Statement

To produce and disseminate accurate, timely, relevant, and cost-effective economic accounts statistics that provide government, businesses, households, and individuals with a comprehensive, up-to-date picture of economic activity.

Reliable and consistent measures of economic activity are essential to the decision-making of business people and policymakers, and to the efficient operation of financial markets. The mission of BEA is to produce and disseminate accurate, timely, relevant, and cost-effective economic accounts statistics that provide government, businesses, households, and individuals with a comprehensive, up-to-date picture of economic activity.

As the Nation's accountant, BEA develops measures and systems for collecting and interpreting vast amounts of diverse data from government and private sources. BEA combines and transforms those data into a consistent and comprehensive picture of economic activity, which is summarized by the estimates of gross domestic product (GDP). BEA's national, regional, and international economic accounts form much of the core of the federal statistical system, which in turn is critical to sound economic decisions by businesses, individuals, state and local governments, and federal institutions, such as the Treasury Department and the Federal Reserve. These data provide many of the yardsticks by which the health and potential of the economy are judged. They affect every American who runs a business, saves for retirement, or takes out a mortgage. BEA data are also essential to the Federal government, providing information for policy development.

Priorities

Bureau

The major issue confronting BEA is the need to improve the accuracy and reliability of its economic accounts estimates. For example, there has been growing concern in the economic community over the "statistical discrepancy," i.e., the difference between GDP, as measured by final expenditures for the goods and services produced by the U.S. economy, and gross domestic income (GDI), an alternative measure that is derived by totaling the costs incurred and the incomes earned in the production of those goods and services. In theory, these measures should be equal, but the persistent discrepancy between them calls into question the accuracy of BEA's estimates. BEA is pursuing many initiatives to improve the accuracy and reliability of its estimates, including working with the Bureau of the Census, the Bureau of Labor Statistics, and other source data agencies to provide comprehensive coverage of services and other new and rapidly expanding sectors of the U.S. economy.

Department-Wide

- *Electronic Commerce:* BEA supports the Department's electronic commerce initiative. If its economic accounts are to keep pace with the relentless growth and increasing complexity of the American economy, BEA must develop the capacity to capture and accurately measure all aspects of economic activity – from the traditional smoke-stack industries to the latest high-tech products and services, such as E-Business.

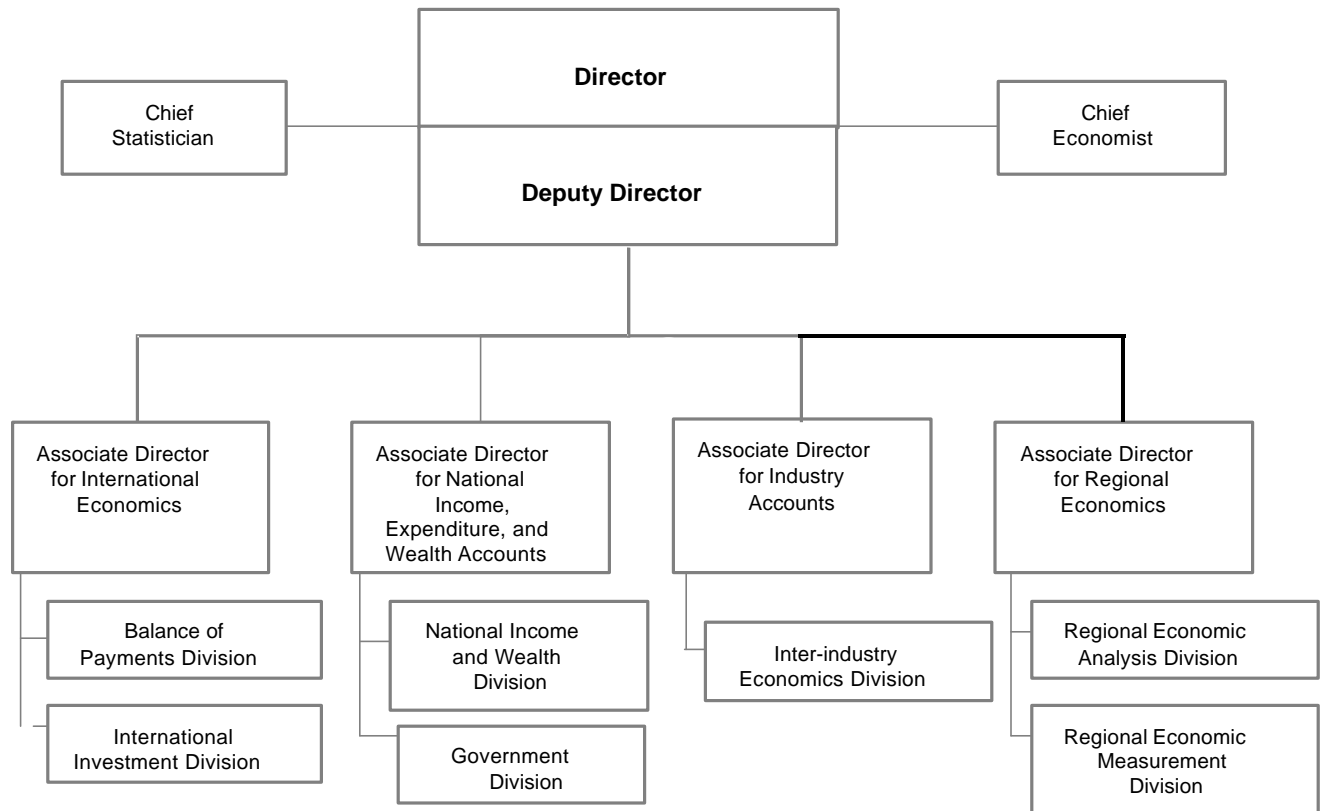
BEA

However, E-Business creates such fundamental changes in the nature of economic transactions that new data sources and methodologies are needed to measure it. Through coordination with its major source data suppliers, the Bureau of Census and the Bureau of Labor Statistics, BEA will provide the first detailed and consistent accounting of E-Business, including data on its volume, its impact on GDP and the U.S. economy, its regional and cross-industry impact, and its impact on incomes and prices. Incorporating coverage of E-Business into BEA's national, international, and regional accounts will provide a more comprehensive picture of today's economy.

- *Critical Infrastructure Protection:* BEA supports the Department's effort to ensure the security of critical infrastructure. The experiences of other agencies, both government and private, with actual and threatened acts of terrorism and destruction of electronic data systems dictate the need to increase our awareness of any vulnerabilities that may exist. By identifying and assessing those vulnerabilities, we will be able to take corrective and preventative actions to protect our critical systems. In addition, BEA has proposed an initiative that will enhance the security of BEA's data by undertaking a number of positive steps, such as procuring additional firewall protection and router hardware and software, installing automatic intrusion monitoring software, and upgrading authentication technology for remote access. These steps will help ensure that BEA is able to disseminate data promptly to its users via the BEA web site with confidence that the integrity of the data has not been compromised.

BEA

Organizational Structure



BEA

Targets and Performance Summary

Highlights of BEA's FY 2001 Performance Plan

Performance Goal 1: Provide accurate, timely, and relevant economic data			
Measures	FY 99 Actual	FY 00 Target	FY 01 Target
Percent of scheduled releases issued on time	100%	100%	100%

Resource Requirements Summary

Total Bureau Dollars: \$48.9 M

Performance Goal	FY 99 Actual	FY 00 Enacted	FY 01 Request
Provide economic data	\$43.1 M	\$43.8 M	\$48.9 M

FTEs: 451**Skills Summary: Economists, Accountants, Statisticians, Computer Specialists**

Performance Goal	FY 99 Actual	FY 00 Enacted	FY 01 Request
Provide economic data	414	432	451

IT Dollars: \$9.3 M**IT Requirements: Optimum performance of LAN system requires:**

- *Re-engineering of critical applications*
- *Construction of comprehensive database architectures*
- *Implementation of secure electronic bridges to data suppliers & customers*

Performance Goal	FY 99 Actual	FY 00 Enacted	FY 01 Request
Provide economic data	\$6.0 M	\$6.1 M	\$9.3 M

BEA

Performance Goal 1: Provide Accurate, Timely and Relevant Economic Data

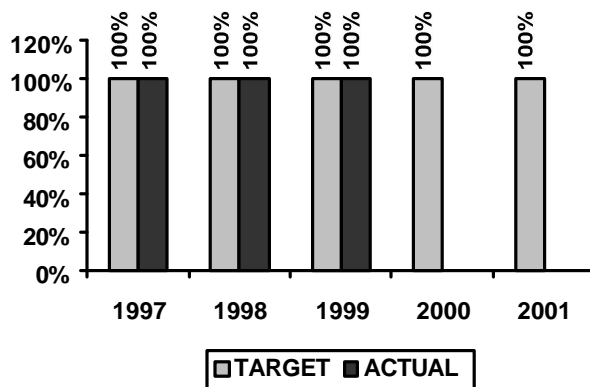
Rationale for Performance Goal

Measures of our Nation's economic activity are critical to sound economic decisions by businesses, individuals, and state and local governments, as well as the Federal government. Their impact can be seen in Federal budget projections, where the discrepancy in recent years between income- and product-side estimates of real GDP growth can result in a difference of \$150 billion in 5-year budget projections. Over \$115 billion in Federal grants to states are directly linked to BEA's estimates of regional income and product. In a recent private study, BEA's quarterly advance GDP data was named as one of the three most important statistical releases for its effect on financial markets.

In large part, the success of BEA is measured by public trust in its data. For example, economic reports on such variables as GDP, inflation, and personal income have an important influence on the formulation of consumer confidence and thus play a key role in consumers' expectations and buying plans.

To meet the needs of its users, BEA must produce and disseminate timely and relevant data. No matter how high the quality of the estimate is, the data are of no use until they are available to the data users. Thus, BEA strives to release its estimates as soon as reasonably possible, to publish a schedule of future release dates, and to consistently meet that schedule. In addition, the usefulness of BEA's estimates depends on how well they meet the needs of the broad range of data users. Therefore, achieving a high level of customer satisfaction is an important measure of the success of BEA's programs.

Measure 1.a: Percent of scheduled releases issued on time



Data Validation and Verification:

Data collection: Annual schedule of BEA release dates as published in the Survey of Current Business and BEA records of actual release dates.

Frequency: Measure will be compiled annually; however, because releases are issued throughout the year, the measure can be evaluated at any time.

Data storage: BEA's Current Business Analysis Division maintains a schedule of upcoming release dates and records of actual release dates. Both sets of information are publicly available on BEA's Internet site.

Verification: Records of scheduled and actual release dates are a matter of public record.

Data Limitations: None.

Actions to be taken: Continue with no changes.

BEA

Performance Goal 1:
Provide Accurate, Timely and Relevant Economic Data

Strategies and Activities

Strategies	Activities
BEA: Data Quality	
Develop new and improved measures of output (real GDP) and prices	<p>Extend quality adjustments to more products.</p> <p>Develop new concepts and methods for measuring difficult-to-measure and rapidly-growing goods and services, including E-Business.</p> <p>Develop new and updated source data for key components.</p> <p>Improve real GDP-by-industry and real gross state product estimates.</p> <p>Expand implementation of NAICS classification system.</p> <p>Develop independent estimates for not-for-profit sector.</p>
Provide updated measures of the Nation's investment, saving, and wealth	<p>Develop integrated saving and financial wealth estimates.</p> <p>Develop estimates of investment in E-Business related equipment.</p> <p>Improve treatment of employee stock options and pension plan contributions in estimates of employee compensation.</p>
Provide improved measures of U.S. international trade and finance	<p>Publish more detailed data on trade in services between U.S. companies and their foreign affiliates.</p> <p>Incorporate NAICS in survey results.</p> <p>Conduct quarterly selected services surveys .</p> <p>Collect data on E-Business-related international trade and investment.</p> <p>Eliminate gaps and overlaps between direct and portfolio investment.</p> <p>Develop means for collecting data on derivatives and new financial instruments.</p> <p>Develop estimates of understated exports and imports of goods.</p>
BEA: Statistical Measures	
Reduce respondent burden	Develop electronic filing of BEA's surveys of direct investment and international services.
Increase efficiency of data transfers	Develop standardized data transfer and on-line interactive editing and processing systems for source data across national, regional, and international programs.
ESA: Data Dissemination	
Increase customer accessibility (with BEA)	Deliver data products to a wide range of customers through Internet and other electronic gateways, such as STAT-USA.
Provide information on economic events and the workings of the economy	<p>Provide information, analyses, and guidance on pending economic policy decisions.</p> <p>Use STAT-USA as a focal point for business, economic, and trade data dissemination.</p>

BEA

Performance Goal 1:
Provide Accurate, Timely and Relevant Economic Data

Resource Requirements Summary

Total Bureau Dollars: \$48.9 M

FY 99 Actual	FY 00 Enacted	FY 01 Request
\$43.1M	\$43.8M	\$48.9M

FTEs: 451

FY 99 Actual	FY 00 Enacted	FY 01 Request
414	432	451

Total IT Dollars: \$9.3 M

FY 99 Actual	FY 00 Enacted	FY 01 Request
\$6.0M	\$6.1M	\$9.3M

Cross-Cutting Activities

Other Government Agencies

- *BEA, the Bureau of the Census, the Bureau of Labor Statistics (BLS), and the Internal Revenue Service (IRS):* BEA works closely with its source data agencies, including Census, BLS, and the IRS, to make them aware of BEA's data needs and to encourage their cooperation in meeting those needs. In addition, BEA obtains source data from most government agencies that produce statistics.
- *Interagency Council on Statistical Policy:* Under the auspices of the Office of Management and Budget, BEA is a major participant in the Interagency Council on Statistical Policy, which works to improve collaborative activities of federal statistical agencies. Activities of the council have led to standardization of data and concepts, transfers of technology, methodology exchange, collaborative research, process improvement, improved customer service, reduced respondent burden, and infrastructure sharing.
- *The Bureau of the Census and the Bureau of Labor Statistics (BLS):* Scheduling of BEA's releases is based on the availability of source data provided by other agencies, including the Bureau of the Census and BLS.
- *Economic and Export Agencies:* STAT-USA originates few of the many thousands of files in its information base. Rather, it obtains files from major economic agencies in the government (BEA, Census, BLS, and the Federal Reserve) and agencies providing export information (Census, ITA, State Department, and others). STAT-USA also provides information technology (IT) solutions to other Commerce agencies to help them meet their IT needs.

BEA

**Performance Goal 1:
Provide Accurate, Timely and Relevant Economic Data****External Factors and Mitigation Strategies**

BEA is highly dependent on other government agencies and private organizations for the source data it uses to produce its economic accounts statistics. Thus, BEA's ability to provide accurate, timely, and relevant economic data and to move forward with improvements in its economic accounts is constrained by the quality and availability of that source data. BEA works closely with its data sources to obtain the best and most complete data possible and continually refines its estimation methods to improve its measures, especially in areas with source data deficiencies.



Bureau of the Census

Mission Statement

To be the preeminent collector and provider of data about the people and economy of the United States

The Bureau of Census' goal is to provide the best mix of timeliness, relevancy, quality, and cost for the data collected and services provided. The data provided by the Bureau of the Census shape important policy decisions that help improve our nation's social and economic conditions:

Bureau of the Census data provide the basis for estimating gross domestic product and leading economic indicators:

- They determine the apportionment of Congressional seats, as mandated in the Constitution.
- They inform us about education, income, and health care coverage.
- They are used by national, state, and local governments to formulate policy.
- They are used by large corporations and local businesses to devise their domestic and global strategies.

The credibility, expertise, and high statistical standards of the Bureau of the Census routinely elicit response rates of 90-95 percent for household surveys and 80 percent for business surveys. This allows the Bureau of the Census to provide the most accurate and reliable information available.

The Bureau of the Census has developed four bureau-wide strategies to achieve its mission. All goal-level strategies fall within one, or a combination, of these bureau-wide strategies:

- Valuing our employees
- Innovating in our work
- Responding to our customers
- Improving public cooperation

Priorities

Department-Wide

Decennial Census - To enable Congressional apportionment and distribute \$180 billion in federal grants, the Bureau of the Census will plan for and conduct the Decennial Census in the year 2000.

Statistical Infrastructure - With ESA and BEA, the Bureau of the Census is leading the initiative to enhance the Nation's statistical infrastructure.

The Bureau of the Census

Bureau

How big is the Census?

- 275 million residents, 118 million housing units in the United States alone, 1.5 million housing units in Puerto Rico and the U. S. Island Areas
- 3 million applicants recruited, 860,000 jobs at peak, 520 Local Census Offices, 12 Regional Census Centers and 4 Data Processing Centers, 520 local area networks, 7,800 personal computers and 2,600 printers
- 20 million maps needed for field work, covering 8 to 9 million blocks, and 70 million questionnaires returned within a two week period

Major Milestones of the Census

- Beginning mid-March 2000 : Census questionnaires delivered/mailed
- April 1, 2000: CENSUS DAY
- March-May 2000: Census takers visit housing units in rural and remote areas to drop off and/or pick up forms
- April-August 2000: Census takers visit housing units that did not return census forms. This is referred to as "non-response follow-up" and coverage improvement.
- October-November 2000: All field work completed
- December 31, 2000: Apportionment counts delivered to the President
- April 1, 2001: All states receive redistricting counts

Targets and Performance Summary

Highlights of Census' FY 2001 Performance Plan

Performance Goal 2: Provide accurate, timely, and relevant demographic data			
Measures	FY 99 Actual	FY 00 Target	FY 01 Target
Percentage of household surveys attaining 100% of specified reliability specifications **	100%	100%	100%
Percentage of household surveys with initial response rates >90% ***	100%	100%	100%
Percentage reduction from time of data collection to data release for selected household surveys	9% decrease	Maintain decrease	Maintain decrease
Performance Goal 3: Conduct Decennial Census			
Measures	FY 99 Actual	FY 00 Target	FY 01 Target
Produce apportionment counts using traditional census taking methods	N/A	N/A	100% on time
Adjust net population counts using the Accuracy and Coverage Evaluation Survey in all states *	N/A	N/A	100% on time
Meet all Census 2000 published data release milestones on time	N/A	N/A	100% on time

* The Accuracy and Coverage Evaluation Survey is intended to evaluate the census counts produced for the apportionment of Congressional Representatives among the states. It will be conducted subsequent to exhaustive efforts to enumerate everyone as accurately as possible using traditional census taking methods. The adjusted counts will be available in a form that allows states to use them for redistricting purposes. The more accurate adjusted counts can also be used for determining the allocation of Federal funds, and for ongoing statistical and programmatic purposes.

** Reliability: A series of statistical measurements that define the precision of a survey; e.g., standard error, coefficient of variation, and sample design effect.

*** Excludes Household Expenditures Survey

The Bureau of the Census

Resource Requirements Summary

Total Bureau Dollars: \$928 million (\$719 million discretionary; \$20 million mandatory; \$188 million working capital fund)

Performance Goal	FY 99 Actual	FY 00 Enacted	FY 01 Request
Provide statistical data	\$485 M	\$498 M	\$535 M
Conduct Decennial Census	\$1,079 M	\$4,468 M	\$393 M

FTEs: 12,911

Skills Summary: Statistics, Computers, HR/Financial/Facilities/Clerical, Data Processing

Performance Goal	FY 99 Actual	FY 00 Enacted	FY 01 Request
Provide statistical data	5,753	6,456	6,799
Conduct Decennial Census	14,886	98,460	6,112

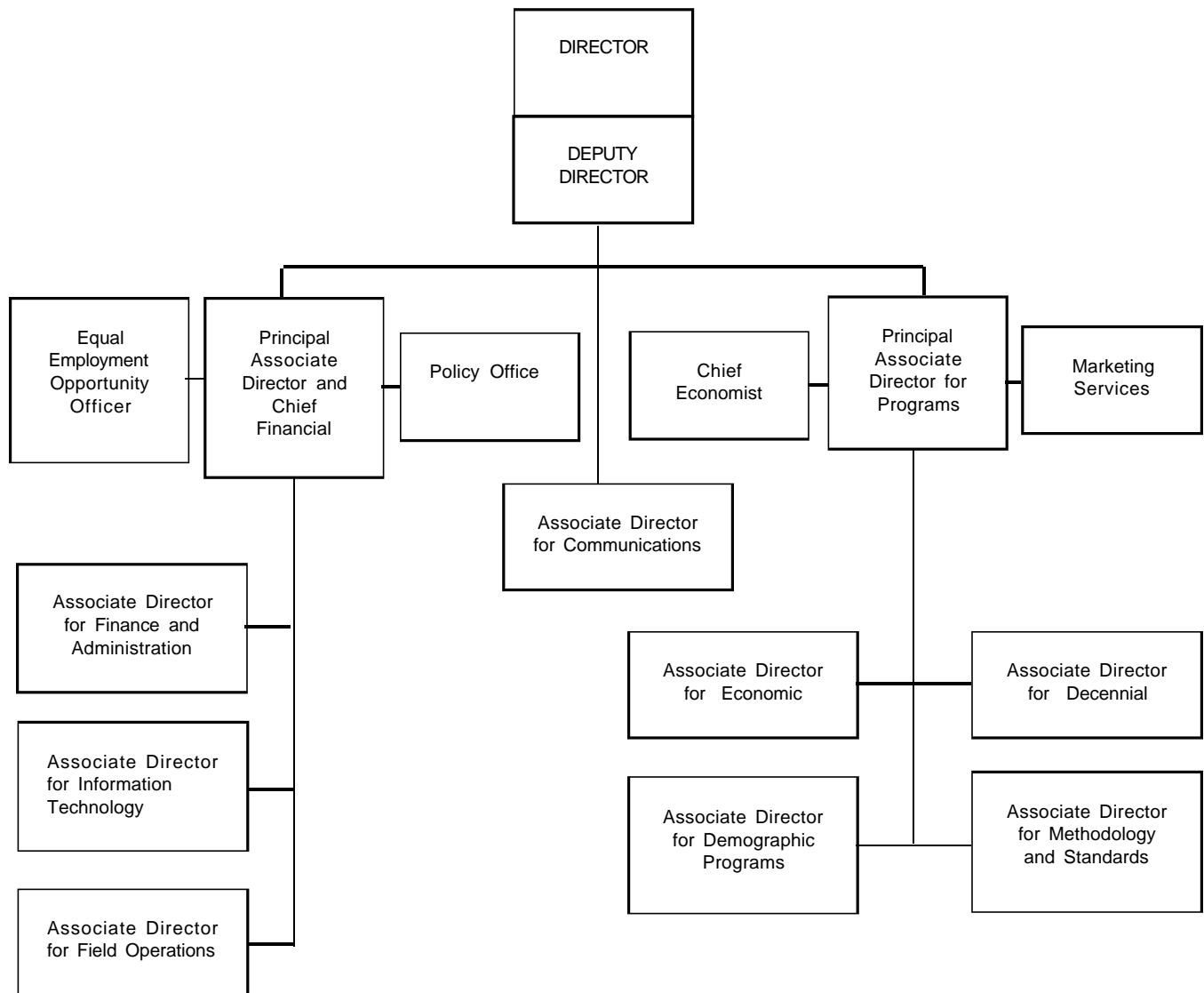
IT Dollars: \$306 M

IT Requirements: \$306 million for mission critical infrastructure and architecture

Performance Goal	FY 99 Actual	FY 00 Actual	FY 01 Request
Provide statistical data	\$205 M	\$211 M	\$200 M
Conduct Decennial Census	\$214 M	\$407 M	\$106 M

The Bureau of the Census

Organizational Structure



The Bureau of the Census

Performance Goal 2:

Provide accurate, timely, and relevant demographic data

Rationale for Performance Goal

The Demographic Programs at the Census Bureau provide the data used to allocate over \$180 billion in federal funds each year (population estimates and projections), analyses underlying the statistical definitions and standards used by the entire federal government in policy decisions, and the baseline sample units that underlie virtually every survey conducted in the United States by both private and public sectors.

Billions of government dollars are divided among states and communities, and businesses make decisions such as where to locate, based on demographic, social, economic, and housing profiles. The federal government needs such information to manage programs. Communities use it for economic development, for decisions about their future such as locating schools and expanding roads, and to see how they are doing compared with others.

Accurate measures of the country's demographic composition are critical to the efficient allocation of resources through both governmental appropriations and private markets. Improving data quality is fundamental to the Secretarial objective of enhancing our Nation's statistical infrastructure. Providing relevant demographic data in a timely manner supports the Secretary's initiative to enhance the country's statistical infrastructure. It is vital that the most meaningful demographic data be promptly available to policymakers at the federal, state, and local level and to stakeholders and data users who depend on that information to make important and critical decisions.

Demographic programs develop plans and programs to collect, process, and disseminate information from surveys and censuses on the population and its characteristics, and on the size and characteristics of the housing inventory. Official population estimates and projections for the Nation are prepared, and reports on socioeconomic, demographic and housing topics are published. Also, analytical research on emerging issues and trends such as the condition of children and the elderly, the employment of disabled individuals, and the characteristics of immigrants is undertaken.

Directing and coordinating technical and developmental work on the collection and analysis of data by race, Hispanic origin, and ancestry is a major responsibility. This work results in reports on the characteristics of special population groups, and for American Indian and Alaskan Native areas. An important aspect is examining reporting issues such as error or bias in these data.

Official statistics on income and poverty, as well as longitudinal data on income and program participation that federal agencies use to develop, modify, and monitor transfer programs originate from Demographic Programs. Especially important are data necessary to determine the impact of welfare provisions of the Personal Responsibility and Work Opportunity Reconciliation Act of 1996, often called "welfare reform."

Much of the foundational analysis and research underlying the Office of Management and Budget's decisions on national statistical standards on topics such as occupational classifications, metropolitan areas, and race and ethnicity are conducted by Demographic Programs.

The Demographic Programs also plan and conduct surveys and special censuses, funded by other government agencies, that focus on topics of national importance, such as unemployment, crime, health, education, and consumer expenditures. Also, we process, analyze, and disseminate data from the Decennial Census. The demographic area is able to provide accurate, timely, and relevant data in an exemplary manner because of the excellent work done by the four divisions that comprise the directorate, Population; Housing and Household Economic Statistics; Demographic Surveys; and Demographic Statistical Methods.

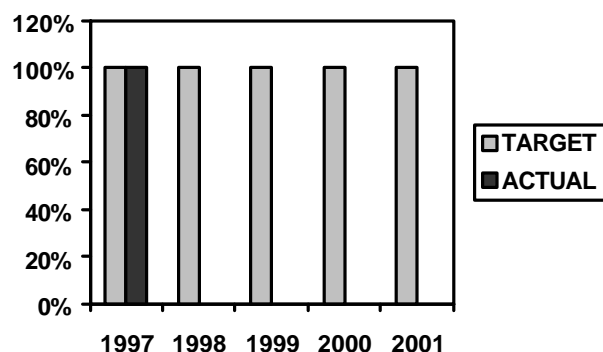
The Bureau of the Census

Performance Goal 2:

Provide accurate, timely, and relevant demographic data

Measure 2.a:

Percentage of household surveys attaining 100% of specified reliability measurements



Data Validation and Verification:

Data collection: Performance measure data on reliability is collected, calculated, and assessed as the surveys are tabulated.

Frequency: Performance measures are available at the time of a survey's public data release.

Data storage: Survey performance data are in Census Bureau databases and are published in public press releases and data reports (Source and Reliability Statements in every release)

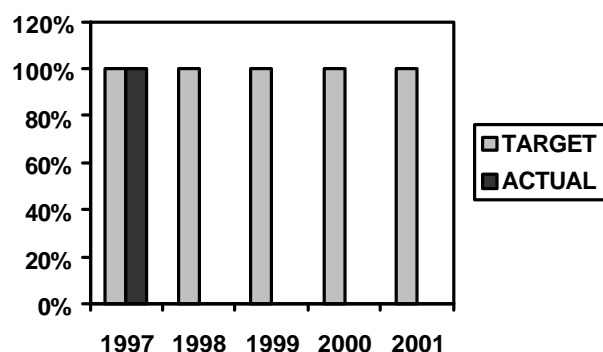
Verification: The Bureau maintains and adheres to methodological standards that are documented and reported publicly.

Data limitations: N/A

Actions to be taken: N/A

Measure 2.b:

Percentage of household surveys with initial response rates >90%



Data Validation and Verification:

Data collection: Response rates are monitored as the responses are collected in the field.

Frequency: Performance measures are available at the time of a survey's public data release.

Data storage: Survey performance data are in Census Bureau databases and are published in public press releases and data reports (Source and Reliability Statements in every release)

Verification: The Bureau maintains and adheres to methodological standards that are documented and reported publicly.

Data limitations: N/A

Actions to be taken: N/A

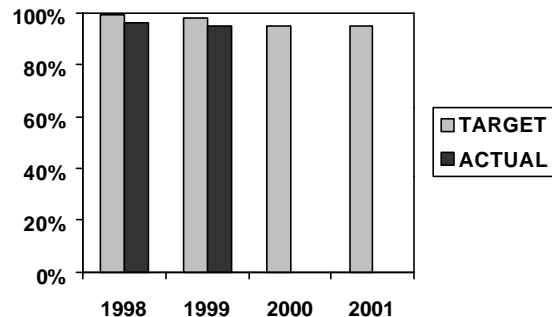
The Bureau of the Census

Performance Goal 2:

Provide accurate, timely, and relevant demographic data

Measure 2.c:

Percentage reduction from time of data collection to data release for selected household surveys



Data Validation and Verification:

Data collection: Data collection dates are published in advance. These set the baseline for release dates.

Frequency: As scheduled.

Data storage: Census Bureau databases and public data releases.

Verification: By comparison with past release dates. Official responses to customers will verify customer satisfaction.

Data limitations: N/A

Actions to be taken: N/A

Strategies and Activities

Strategies	Activities
Develop innovative methods to reduce nonresponse	Investigate the use of incentives to increase response rates
Test alternative questionnaire designs to improve response rates	Use acceptable questionnaire testing methods to introduce new questions and to improve existing survey instruments
Improve employee/respondent contact to increase response rates	Participate in new employee "goal sharing" to determine better performance incentives for field interviewer staff develop better respondent outreach materials
Improve data accessibility	Provide data in easily accessible forms, focusing on the Internet for immediate user access
Increase value to respondents	Distribute "give back" information brochures about local communities
Determine ways to reduce report preparation and review process	Implement recommendations of report review process team
Study post-collection process to determine how to release data earlier	Extend the results of the post-collection process improvement for CPS supplements to other surveys

The Bureau of the Census

Performance Goal 2:

Provide accurate, timely, and relevant statistical data

Resource Requirements

Total Bureau Dollars: \$535 million

FY 99 Actual	FY 00 Enacted	FY 01 Request
\$485 M	\$ 498 M	\$535 M

FTEs: 6,799

Skills Summary: Statistics, Computers, HR/Financial/Facilities/Clerical, Data Processing

FY 99 Actual	FY 00 Enacted	FY 01 Request
5,753	6,456	6,799

IT Dollars: \$200 million

IT Requirements: \$362 million for mission-critical infrastructure and architecture

FY 99 Actual	FY 00 Enacted	FY 01 Request
\$205 M	\$211 M	\$200 M

Crosscutting Issues

Other Government Agencies

BEA, the Census Bureau, the Bureau of Labor Statistics (BLS), and the Internal Revenue Service (IRS): BEA works closely with source data agencies, including Census, BLS, and the IRS to make them aware of BEA's data needs and to encourage their cooperation in meeting those needs.

Interagency Council on Statistical Policy: Under the auspices of the Office of Management and Budget, both BEA and the Census Bureau are major participants in the Interagency Council on Statistical Policy, which works to improve collaborative activities of federal statistical agencies. Activities of the council have led to the standardization, improved customer service, reduced respondent burden, and infrastructure sharing.

Additionally, the Census Bureau participates in numerous non-statistical federal agency activities, such as being a data supplier, a survey collection resource, and an advisory and research resource.

External Factors and Mitigation Strategies

Survey non-response rates continue to rise, perhaps affected by public perception. The Census Bureau's strategies address segments of this problem. Many aspects of public non-response are beyond the Census Bureau's control.

The Bureau of the Census

Performance Goal 3:

Conduct Accurate, Timely, Relevant, and Cost-effective Decennial Census

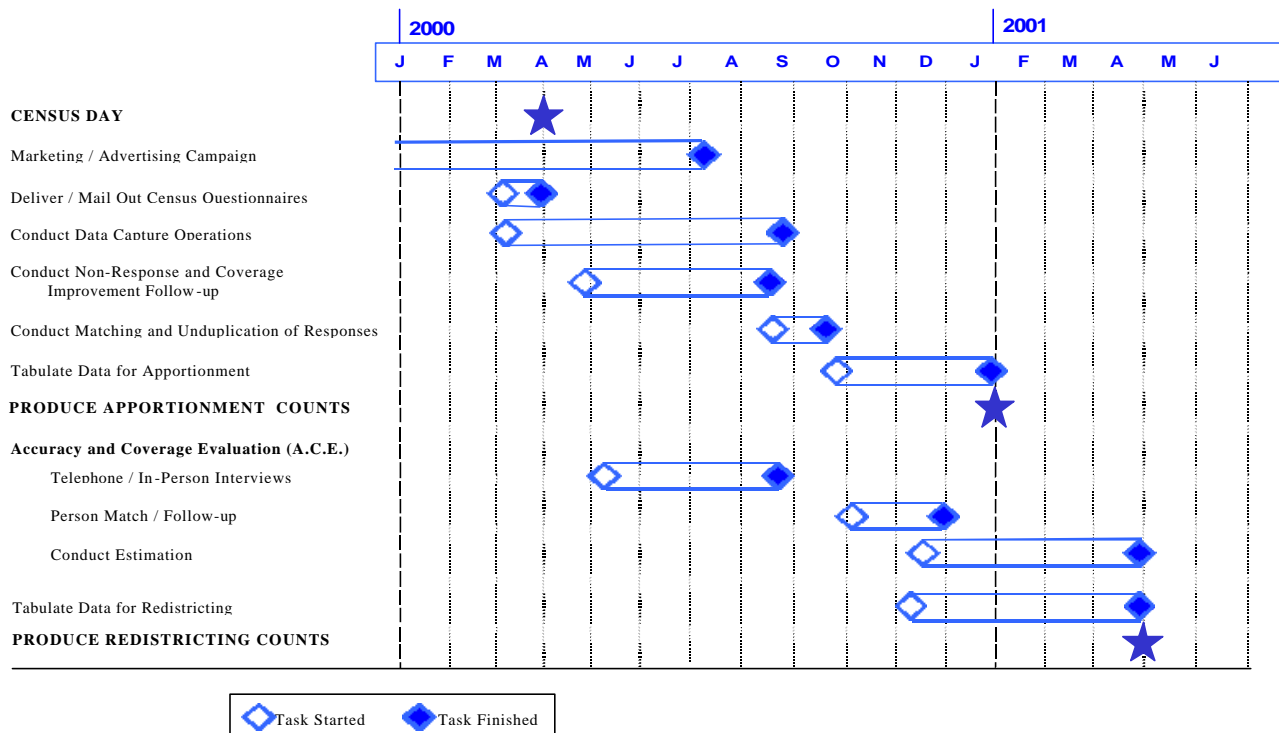
Rationale for Performance Goal

Improving data quality is fundamental to the Secretarial objective of enhancing our Nation's statistical infrastructure. Census has been designated a High-Impact Agency by the National Partnership for Reinventing Government (NPR). The Bureau of the Census' NPR quality goal for Census 2000 will be achieved by executing the most complete and accurate census possible. In January 1999, the Supreme Court ruled in *Department of Commerce v. United States House of Representatives* that the Census Act prohibits the Census Bureau from using statistical sampling in the decennial census to determine the population for congressional apportionments. In response, the Census Bureau revised the plan for Census 2000 and will use traditional census taking methods to produce apportionment counts by December 31, 2000. This resulted in a budget request for an additional \$1.7 billion for FY 2000. This includes funding for increased coverage improvement programs and extensive quality assurance to ensure that the data collected are accurate. These plans were developed taking into account past experience with the effectiveness of various programs. Programs with demonstrated effectiveness were included. Ineffective or error prone methodologies were not. In their decision, however, the Supreme Court went on to say that the use of statistical sampling is lawful for purposes other than apportionment. The Census Bureau will therefore conduct an Accuracy and Coverage Evaluation Survey at the conclusion of the first phase of the census using modern statistical sampling techniques in order to produce more accurate and complete numbers. The Census Bureau expects to have these statistically corrected numbers ready by April 1, 2001, and plans to make the more accurate census counts available in a form that allows states to use them for redistricting purposes. The more accurate counts can also be used for determining the allocation of Federal funds, and for ongoing statistical and programmatic purposes.

Measure 3.a:

100% of legally mandated and published data releases made on schedule

Census 2000 Milestones



The Bureau of the Census

Performance Goal 3:

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Data Validation and Verification:

Data collection The Census Bureau will use exhaustive traditional census taking methods to produce the most accurate apportionment counts possible by December 31, 2000. The Census Bureau will then conduct an Accuracy and Coverage Evaluation (ACE) Survey at the conclusion of the first phase of the census. People counted in the ACE will be compared with those enumerated in the census. After the matching is completed, a field interview will reconcile selected cases. Following that, the Bureau will use modern statistical methods to produce more accurate census counts statistically corrected numbers ready by April 1, 2001, and plans to make the more accurate census counts available in a form that allows states to use them for redistricting purposes. The more accurate counts can also be used for determining the allocation of Federal funds, and for ongoing statistical and programmatic purposes.

Frequency The measure will be obtained when legally mandated data are released on schedule.

Data storage Internal Census databases

Verification The Bureau will adhere to a statistical methodology that is well documented and reported publicly.

Performance Goal 3:
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Strategies and Activities

BUDGET FRAMEWORK	ACTIONS	BUDGET REQUEST
Program Development and Management	This category reflects the many activities associated with headquarters management, administrative, integration, and reporting requirements for Census 2000. As a result of the Supreme Court ruling, Census 2000 has become a considerably larger and more complex program requiring extended headquarters management capacity.	\$35M
Data Content and Products	In FY 2001, work will focus on disseminating Census 2000 products. The Bureau will review, certify and deliver the Census 2000 data tabulations. The data to apportion Congressional seats will be delivered to the President by December 31, 2000 and redistricting data as required by P.L. 94-171 will be delivered to the States. We will begin to disseminate Census 2000 data via the American Factfinder system for the full range of Census users. The Bureau will also prepare and disseminate geographic products such as county, block maps, census tract outlines maps, county subdivision outline maps and many summary and profile products.	\$63M
Field Data Collection and Support Systems	The Bureau will maintain the support systems needed for final Census 2000 data collection, evaluation programs and orderly closing of census offices, disposition of assets and resolution of any personnel and operational issues. This includes the field work associated with Accuracy and Coverage Evaluation (A.C.E.) survey person follow-up and final housing unit follow-up operations. A.C.E. is the coverage measurement methodology that enables the Bureau to assess the effectiveness of Census 2000 and to publish final census data below the state-level for use in redistricting activities, distribution of Federal funds and many other purposes.	\$156M
Address List Development	The Bureau must begin to update the basic software environment in which the TIGER database functions. In FY 2001, the Bureau will evaluate commercially available software for the conversion.	\$5M
Data Processing and Telecommunication-s Support	The Bureau will process the Coverage Improvement Follow-up and Accuracy Coverage Evaluations operations data. The Bureau will archive census questionnaires, data capture information collected for evaluating census operations, data key census long form questions that fail edit checks, conduct computer and clerical coding of write-in responses, perform A.C.E. computer and clerical matching operations, and create a central repository for metadata.	\$123M
Testing, Evaluations and Dress Rehearsal	The Bureau will implement the evaluation program designed to obtain information about the quality of Census 2000 data to provide for future census planning. The evaluations will be released in the form of a Report Card on Census 2000.	\$81M
Puerto Rico, Virgin Islands and Pacific Areas	The Bureau will complete data collection and processing activities including questionnaire check-in, data capture and processing. Creation of Census 2000 data products and final close-out of offices will also occur in this activity.	\$6M
Marketing, Communications and Partnerships	The effectiveness of field outreach and promotion programs and the Census in Schools program will be evaluated.	\$10M

The Bureau of the Census

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Resource Requirements Summary

Total Bureau Dollars: \$393 million

FY 99 Actual	FY 00 Enacted	FY 01 Request
\$1,079 M	\$4,468 M	\$393 M

FTEs: 6,112

Skills Summary: Statistics, Computers, HR/Financial/Facilities/Clerical, Data Processing

FY 99 Actual	FY 00 Enacted	FY 01 Request
14,886	98,460	6,112

IT Dollars: \$106 million

IT Requirements: \$362 million for mission-critical infrastructure and architecture

FY 99 Actual	FY 00 Enacted	FY 01 Request
\$214 M	\$407 M	\$106 M

Cross-Cutting Issues

Other Government Agencies

BEA, the Bureau of the Census, Bureau of Labor Statistics (BLS), and the Internal Revenue Service (IRS): BEA works closely with source data agencies, including Census, BLS, and the IRS, to make them aware of BEA's data needs and to encourage their cooperation in meeting those needs.

Interagency Council on Statistical Policy: Under the auspices of the Office of Management and Budget, both BEA and the Bureau of the Census are major participants in the Interagency Council on Statistical Policy, which works to improve collaborative activities of federal statistical agencies. Activities of the council have led to standardization of data and concepts, transfers of technology, methodology exchange, collaborative research, process improvement, improved customer service, reduced respondent burden, and infrastructure sharing.

Additionally, the Bureau of the Census participates in numerous non-statistical federal agency activities, such as being a data supplier, a survey collection resource, and an advisory and research resource. In conducting Census 2000, the Bureau is working closely with the U.S. Post Office to develop and update the census address list, and the Office of Management and Budget has established the Census Address List Appeals Office, which allows local and tribal governments to appeal final determinations made by the Census Bureau regarding suggested housing unit additions.

External Factors and Mitigation Strategies

Survey non-response rates continue to rise, perhaps affected by public perception. The Census 2000 Partnership and Marketing Program is a multi-faceted effort to remind the general population about the census, educate those members of the public who do not understand the purpose of the census and its significance to their communities, and motivate them to complete their census questionnaires. The Census Bureau recognizes that different segments of the population respond in different ways with different levels of trust and willingness to participate in the census. The Partnership and

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Marketing Program incorporates five components designed to reach these populations in the manner most appropriate to each. Together, these components provide many vehicles to reach people many times in the places where they live, work, go to school, and play.

The components of the Partnership and Marketing Program include:

1. The establishment of partnerships with state, local, and tribal governments; community-based organizations; media and the private sector. Just as corporations have been developing partnerships with their suppliers and customers to improve their operations, the Census Bureau recognizes the value of local knowledge and has developed partnerships with stakeholders to improve the census. The goal of the partnership program is to increase the mail response among people who historically have not been persuaded by direct mail, advertising or other methods.
2. A direct mail campaign designed to draw attention to the census questionnaire when it arrives in people's mailboxes.
3. A paid advertising campaign to generate awareness about Census 2000 via print, broadcast and outdoor advertising. For the first time ever, the Census Bureau is using paid advertising to increase participation in the census. There is a concerted effort in the advertising campaign to reach out to every person living in the United States, Puerto Rico and the island areas. The ads for television, radio and print have been created in 17 different languages to reach the many non-English speaking communities.
4. A media relations campaign to encourage positive, informative coverage emphasizing the importance of responding to the census.
5. Promotions and special events to provide non-threatening, fun, educational activities in communities and schools, particularly in hard-to-enumerate areas.

In addition, the Census Bureau will also implement the Census 2000 language program, which is designed to help raise the response rate among foreign- language-speaking households. Census forms will be available in five languages other than English: Spanish, Chinese, Korean, Tagalog, and Vietnamese. In addition, language guides will be available in nearly 50 languages, including Spanish. Respondents can use these guides to assist them in answering the questionnaire that is mailed to them. The mailing strategy for Census 2000 is composed of three phases: households will receive an advance letter, then the questionnaire, and finally a reminder card. Upon receipt of the advance letter, the respondent has the option to request a questionnaire in Spanish or one of four other languages, which they can complete in place of the English questionnaire. The advance letter will include instructions in each of the languages mentioned above. By checking the appropriate box and returning the advance letter to the National Processing Center in the enclosed self addressed envelope, respondents can expect to receive a questionnaire in the selected language approximately one week later.

If the respondent does not care to return the advance letter requesting a specific language questionnaire within a week of receipt, they can contact a local Questionnaire Assistance Center for a translation guide to assist them in completing the English form. These guides will be distributed to our local and regional census offices and will be provided to local community groups and organizations by our local partnership specialist. They also will be available upon request by calling a toll free 1-800 number, which will include Spanish instructions on the automated voice mail menu system. In addition, the Questionnaire Assistance Centers will include bilingual staff familiar with the communities they serve, and a Census 2000 Language Identification Flashcard will be available to assist these staff members and respondents with identifying which language is spoken in the respondent's household. The Census Bureau is confident that its language program is the most effective way to ensure that linguistically isolated households receive the assistance they need to be enumerated in Census 2000.